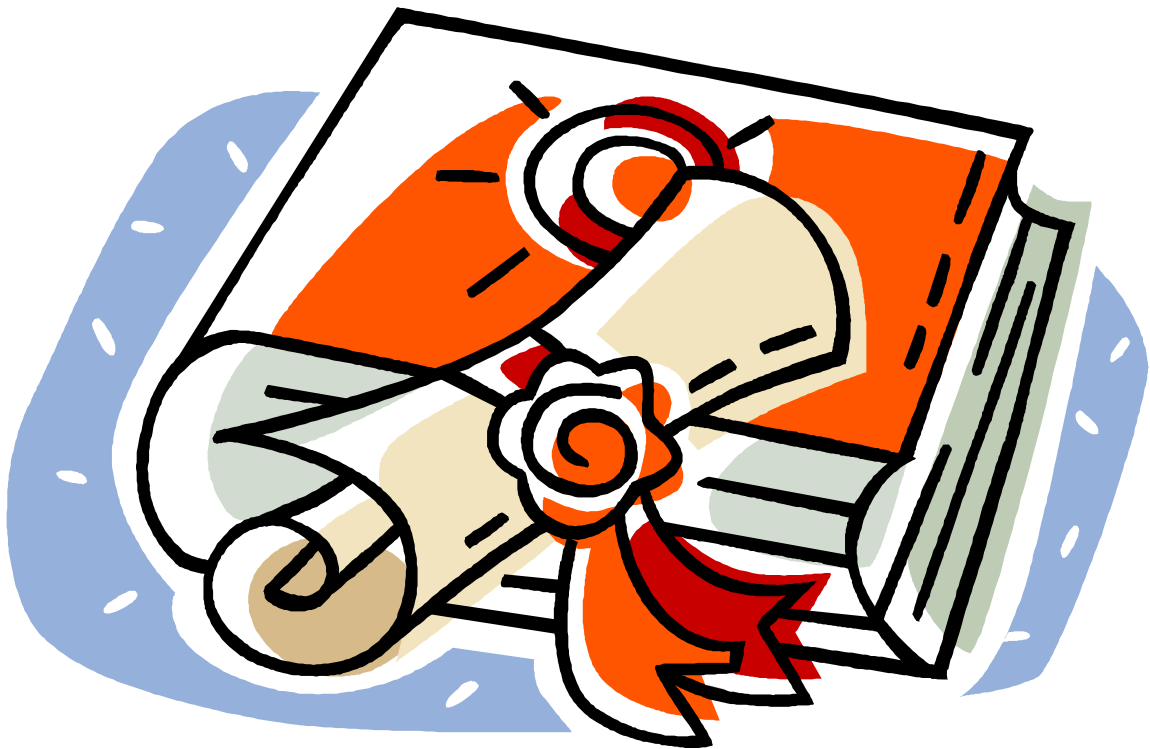


3-Month Weekend Batch  
of the  
Certificate Course  
in  
Technical Writing



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## Registration Form Certificate Course in Technical Writing

# About Technical Writing

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Technical writing is the art and science of making relevant technical information accessible to audiences in a variety of settings.

Technical writers typically create deliverables such as:

- ▶ User and Technical Manuals
- ▶ Online Help
- ▶ Case Studies & White Papers
- ▶ Software Demos & Simulations

## Did You Know?



- ▶ The **Asian Educator** magazine estimates that there are about **20,000** technical writers in India today and that at least **35,000** additional technical writers are needed in the next 5 years.  
<http://asianeducator.com/articles/investment/80>
- ▶ **US News and World Report**, in its report of 50 Best Careers for 2011, rated technical communicator as a one of the top careers with strong growth over the next decade.  
<http://www.usnews.com/articles/money/careers/2010/12/06/best-careers-2011-creative-and-service-jobs.html>
- ▶ **The Wall Street Journal** ranks technical communication in the top 25 out of 200 best jobs for 2011 based on environment, income, employment outlook, physical demands, and stress.  
[http://online.wsj.com/public/resources/documents/st\\_BESTJOBS0104\\_20110105.html](http://online.wsj.com/public/resources/documents/st_BESTJOBS0104_20110105.html)
- ▶ Several companies such as **Oracle, Microsoft, HP, Samsung, Motorola, Intel,** and **IBM** have large technical writing teams in India.



**This is your chance to be a part of this thriving profession!**

# About This Course

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The team at ibruk Consulting has more than **50 person years** of cumulative experience in planning, designing and executing technical writing projects for IT and engineering majors across the world.

We have distilled this experience to create **comprehensive** and **practical** technical writing courses that meet industry requirements.

With our **Certificate Course in Technical Writing**, you will gain:

- ▶ a deep understanding of technical writing as a domain
- ▶ insights into how you can build a successful career in technical writing
- ▶ complete hands-on experience in:
  - using industry standard processes
  - using popular technical writing tools
  - creating user manuals and online help

## Support from Adobe

Adobe is providing a 60-day license for Adobe Technical Communication Suite 2015 (which has both Adobe FrameMaker and Adobe RoboHelp) to all students.

## Overview of the Course

Module	Title
Module 1.	An Introduction to Technical Writing
Module 2.	Creating Effective Content
Module 3.	The Document Development Lifecycle (DDLCL)
<b>Project 1</b>	Creating a well-researched, well-formatted, and well-structured article
Module 4.	Understanding Online Help
Module 5.	Mastering Adobe RoboHelp
<b>Project 2</b>	Creating online help with Adobe RoboHelp
Module 6.	Mastering Adobe FrameMaker
<b>Project 3</b>	Creating a user manual with Adobe FrameMaker

# Detailed Course Outline

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## Introduction to Technical Writing

- ▶ What is technical writing?
- ▶ What do technical writers do?
- ▶ What **can** technical writers do?
- ▶ Skills required to be an effective technical writer
- ▶ Career paths for a technical writer

## Creating Effective Content

- ▶ Characteristics of Effective Content
- ▶ Researching effectively
- ▶ Identifying relevant information
- ▶ Structuring information effectively
  - Using the **introduce-elaborate-summarize** approach
  - Writing effective transitions
  - Presenting information effectively
    - Tables, graphic aids and illustrations
    - Typographic conventions
    - Layout considerations
- ▶ Enhancing Writing Skills
  - Writing clearly, concisely and precisely
    - Techniques
    - Tips and tricks
  - Handling common writing problems:
    - Appropriate use of punctuation
    - Subject-verb agreement
    - Appropriate use of tense and voice
    - Appropriate use of articles and pronouns
    - Maintain parallelism
    - Appropriate use of spelling and terminology
    - Eliminate dangling, misplaced and squinting modifiers
  - Avoiding:
    - Negative sentence construction
    - Colloquialism
    - Bias
    - Opinion
- ▶ Avoiding plagiarism

## The Document Development Lifecycle (DDLC)

- ▶ Analyse
- ▶ Plan
- ▶ Write
- ▶ Edit
- ▶ Review
- ▶ Test
- ▶ Deliver

## Working with Snagit

- ▶ Working with different types of screen captures
- ▶ Setting screen capture preferences
- ▶ Editing images in Snagit Editor

## Understanding Online Help

- ▶ What is online help?
- ▶ Common features of online help
- ▶ Understanding various formats of online help

## Working with Adobe RoboHelp

- ▶ Understanding formats of online help
- ▶ Understanding Adobe RoboHelp
  - Features
  - Interface
- ▶ Working with projects
  - Opening a project
  - Understanding the project folder structure
  - Understanding and changing project settings
  - Creating a project
  - Working with folders
- ▶ Working with topics
  - Creating a new topic
  - Understanding and changing topic properties
  - Working with the WYSIWYG editor
  - Adding text content
  - Formatting text content using styles
  - Renaming, copying, deleting, and importing topics
- ▶ Working with images
  - Inserting images

- Editing images
- Understanding and changing image properties
- Working with image maps
- ▶ Working with tables
- ▶ Working with lists
- ▶ Working with links and navigation aids
  - Using:
    - Hyperlinks
    - Related topics links
    - See Also links
    - Text-only popups
- ▶ Customizing the look-n-feel
  - Understanding the role of stylesheets, skins, and master pages
  - Working with style sheets
    - Creating a style sheet
    - Attaching a style sheet to a topic
  - Working with styles
    - Paragraph
    - Character
    - Table
    - List
  - Working with skins
    - Using an in-built skin
    - Creating a skin
    - Customizing the skin
    - Applying a skin
- ▶ Working with conditional text
  - Understanding conditional text
  - Creating conditional tags
  - Applying conditional tags
- ▶ Creating a:
  - Table of Contents
  - Index
- ▶ Generating outputs
  - Printed documentation
  - Help
  - Mobile documentation
- ▶ Some dos and don'ts

## Creating Effective Manuals

- ▶ Understanding different types of manuals
- ▶ Possible structures of a manual
  - Mandatory and optional sections
  - Sections peculiar to a particular type of manual

## Mastering Unstructured Adobe FrameMaker

- ▶ Understanding Adobe FrameMaker
  - Features
  - Interface
- ▶ Understanding the use of:
  - Master Pages
  - Reference Pages
  - Body Pages
- ▶ Working with styles and formatting
  - Applying styles
    - Using the Paragraph and Character Catalogs
  - Creating styles
    - Using the Paragraph Designer
    - Using the Character Designer
  - Creating and applying bulleted and numbered lists
    - Single-level
    - Multi-level
  - Defining and applying custom colors
- ▶ Working with images
- ▶ Working with tables
  - Inserting a table
  - Adding/deleting/resizing rows and columns
  - Customizing a table
  - Creating table formats
- Working with cross-references
  - Creating a cross-reference
  - Updating a cross-reference
  - Resolving cross-references
- ▶ Working with variables
  - Using system variables
  - Creating and using variables



- ▶ Working with Master pages
  - Setting headers and footers
    - System variables
    - Page numbering
    - Running headers and footers
  - Setting background text and graphics
  - Creating custom master pages
    - Setting page size, margins
    - Defining sidehead and column layout
  - Applying master pages
- ▶ Working with Reference pages
  - Understanding the use of reference pages
  - Customizing reference pages
- ▶ Working with conditional text
  - Understanding conditional text tags
  - Creating and applying conditional text tags
  - Showing/hiding conditional indicators
  - Showing/hiding conditional text
  - Building conditional expressions
- ▶ Working with books
  - Creating a book
  - Numbering and pagination
  - Creating a table of contents (TOC)
    - Generating a TOC
    - Customizing the TOC
    - Using reference pages for TOC formatting
  - Creating an index
    - Creating index entries and sub-entries
    - Creating index entries with pages ranges and cross-references
    - Generating an index
- ▶ Managing revisions
  - Tracking changes
  - Accepting and rejecting changes
  - Previewing original and final documents
  - Using change bars
    - Automatic
    - Manual
  - Comparing documents
  - Comparing books
- ▶ Converting FrameMaker files to HTML and PDF

## Evaluation Method

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- ▶ After each module, the participants will appear for a test with questions of the following type:
  - Multiple choice
  - True/False
  - Fill in the blanks
- ▶ There are **3** projects that:
  - will have detailed instructions.
  - the participants have to complete **independently** and within the **specified time**.

## Certification

- ▶ A **Certificate of Completion** will be awarded to those participants who have:
  1. An attendance of more than 80%.
  2. A score of at least 60% in all the **6 module-level** tests.
  3. Completed **all 3 projects** in the allotted time and in the specified manner.
- ▶ A **Certificate of Participation** will be awarded to participants who meet **all** of the following criteria:
  1. An attendance of more than 80%.
  2. Score of more than 60% in at least **4** of the **6 module-level** tests.
  3. Completed **all 3 projects** in the allotted time and in the specified manner.
- ▶ The participants have the option of:
  - retaking any of the tests **once** at a cost of Rs. 1000/- per module level test.
  - redoing and resubmitting any of the projects **once** at a cost of Rs. 3500/- per project.

## Support

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### Placement Support

- ▶ All participants who earn a **Certificate of Completion** or **Certification of Participation** will be given placement support in the form of job leads at various organisations.

### Post Training Support

- ▶ The ibruk Consulting team will answer all queries related to the topics covered in the course from the course participants within **2 working days**. Queries can be submitted via email, phone or through a form on our website.

## The Training Methodology

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- ▶ The training will:
  - Follow a **knowledge-comprehension-practice** cycle.
  - Be hands-on and interactive with comprehensive exercises at various points in time.

# Course Schedule and Fees

## Schedule

- ▶ **Duration:** June 24, 2017 to September 9, 2017 (12 Saturdays)
- ▶ **Time:** Saturday; 10:00 AM to 3:00 PM

## Fees

- ▶ The course fees will be **Rs. 50,000/-** + Service Tax.
  - *Early bird discount of INR 5000/-* for registrations completed 20 days before the course starts.
- ▶ The course fees is payable 100% in advance by a cheque or draft payable in Mumbai and made out to **ibruk Consulting Pvt Ltd.**
- ▶ There will be **no** refund of fees **after** the start of the course.

## Payment Options

Full Payment			
	Discount	Total Fees	Payable With 15% Taxes
Registration and Full Payment <b>before</b> May 25, 2017	10%	INR 45,000.00	INR 51,750.00
Registration and Full Payment <b>on or after</b> May 25, 2017	0%	INR 50,000.00	INR 57,500.00
Payment in Installments			
Registration and Part Payment <b>before</b> May 25, 2017	5%	INR 47,500.00	<b>1<sup>st</sup> Installment with Registration:</b> INR 27,313/- <b>2<sup>nd</sup> Installment on or before July 15, 2017:</b> INR 27,313/-
Registration and Part Payment <b>on or after</b> May 25, 2017	0%	INR 50,000.00	<b>1<sup>st</sup> Installment with Registration:</b> INR 28,750/- <b>2<sup>nd</sup> Installment on or before July 15, 2017:</b> INR 28,750/-

# About ibruk Consulting

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Established in 2007, ibruk Consulting Pvt Ltd is a technical writing and courseware development firm based in Mumbai, India, with clients such as:

- ▶ Thomson Reuters
- ▶ IBM
- ▶ NCR
- ▶ EMC<sup>2</sup>
- ▶ GE Industrial
- ▶ Johnson & Johnson
- ▶ Larsen & Toubro
- ▶ Larsen & Toubro General Insurance
- ▶ BNP Paribas
- ▶ Tech Mahindra
- ▶ Tata Consultancy Services
- ▶ Tata Communications
- ▶ Diebold Software Services
- ▶ Mastek
- ▶ Cognizant
- ▶ Datamatics
- ▶ DP World (Dubai Ports)
- ▶ KLA-Tencor
- ▶ Fair Issac
- ▶ LSI
- ▶ ADP
- ▶ Lionbridge
- ▶ Elitecore Technologies
- ▶ TickerPlant
- ▶ Agilent
- ▶ Zycus
- ▶ Secure Meters
- ▶ Invensys
- ▶ Interwoven
- ▶ RSA
- ▶ Rolls-Royce Marine
- ▶ Secure Meters
- ▶ Skill Fusion
- ▶ Nexient Learning
- ▶ FocalWorks
- ▶ Tangence
- ▶ WebFishery
- ▶ Extensior
- ▶ CyberRoam
- ▶ Knight Frank
- ▶ TickerPlant
- ▶ Xalted
- ▶ SunGard

## Talk to Us

▶ **Contact:** Aruna Panangipally/Nikita Jhanglani

▶ **e-mail:** [training@ibruk.in](mailto:training@ibruk.in)

▶ **Call on** +91 22 29204260/1

▶ **Address**

ibruk Consulting Pvt Ltd

A-404 Mangalya, Off Marol-Maroshi Road, Opp Marol Fire Station, Andheri (E), Mumbai - 400059



# Registration Form

## Certificate Course in Technical Writing (Part-Time)

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Contact Details	
Name: _____	Photograph
Address: _____ _____	
Telephone: _____	
Email: _____	

Educational Details (Formal and Informal)		
Qualification	Institution	Year/Grade

Work Experience		
Organization	Designation	Duration

Payment Details			
Cheque No: _____		Date: _____	
Bank: _____		Branch: _____	
Amount: _____			

I have read and understood all the terms and conditions.

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_